

Mobile Marketer Quotes Partner Gonzalo E. Mon on Top Mobile Marketing Legal Issues

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Partner Gonzalo E. Mon was quoted in the *Mobile Marketer* article, "5 Legal Issues That Could Impede Mobile Marketing's Progress." The article advised that while mobile marketers' privacy practices are in the hot seat recently, they should be careful to not overlook a handful of other legal issues that could affect how they conduct business.

"It's rarely easy to figure out how old laws will apply to new technologies, so when marketers experiment, lines inevitably get crossed, legal challenges follow, and the legal landscape changes," said Mr. Mon.

There has been a big focus on mobile privacy issues in the past few months. The Federal Trade Commission issued a privacy report that included recommendations for mobile marketers in December, and companies' data collection practices have been the focus of Congressional hearings.

"It's a safe bet that the legal landscape will change, but, it's too early to predict exactly how," Mr. Mon said. "It's clear, though, that privacy can't be an afterthought," he said. "Marketers should consult with their legal counsel in the early stages of any mobile campaign."